

City of Newport Beach

ECONOMIC DEVELOPMENT COMMITTEE



MINUTES 11/16/05

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, November 16, 2005**.

Members Present:

Steve Rosansky, Council Member, Chairman
John Heffernan, Mayor
Tod Ridgeway, Council Member
Michael Henn, Planning Commissioner (Excused)
Mike McNamara, Vice Chairman
Craig Batley
Seymour Beek
John Blom
Gary DiSano (excused)
Jim Donnell
Roy Freeman
Nancy Shugg (Interim for NBCVB)
Carol Mentor McDermott
Lloyd Ikerd

Debra Legan
Richard Luehrs
Brion Jeannette
Dan Marcheano

Mark Murrel
John Robinson
John Saunders (excused)
Gregg Schwenk
Cris Trapp
Jeannette Thomas (excused)
Gay Wassall-Kelly (excused)
Kevin Weeda
Richard Wray
Public Utilities (Vacant)

Staff Representatives:

Sharon Wood, Assistant City Manager
Dan Trimble, C & ED Program Manager

George Berger, C & ED Program Manager

Guests Present:

Doug Svensson, ADE, Inc.

Roll Call and Introductions:

Chairman Rosansky called the meeting to order at 8:05 a.m.

CONSENT CALENDAR

1. Minutes of October 19, 2005
2. Progress Report (Attachment)

Motion: To Approve the Consent Calendar

Vote: Approved unanimously

DISCUSSION ITEMS

1. Economic Development Strategy Question Session

Doug Svensson, ADE, Inc. consultant, presented his document for drafting an economic development strategic plan for Newport Beach and opened discussion to staff. The following are questions and bulleted comments:

1. Should the City's economic development role be confined to land use and development standards and regulations, or include more proactive approaches to helping businesses locate in Newport Beach or expand?
2. The draft Land Use Element includes policies for the City to provide incentives for property owners to reinvest in and upgrade their properties. What kind of incentives should the City consider? Floor area bonuses? Parking? Financial assistance? Others? Should the type of incentive depend on the size of the business or its potential for tax generation?
3. Should the City commit staff and/or consultant resources in more formal business attraction and/or retention efforts, or should that be left to the private sector? If the City should have a role, what kinds of businesses or what geographic areas should have priority?
4. What should be the City's priorities with regard to marine industries? Are there steps the City should take to make the waterfront more viable for certain marine uses? Or should we rely on areas such as the West Newport Industrial/Mesa area for businesses priced out of the waterfront?
5. New lodging facilities have been controversial recently. Should the City encourage or facilitate the development of smaller scale lodging projects in older commercial areas? If so, what should be the City's role?
6. Potential land use changes that could affect economic development are listed below. How would the EDC prioritize implementing changes in these areas from an economic development perspective?

- a. West Newport Industrial/Mesa:
- b. Balboa Peninsula
- c. Newport Center/Fashion Island
- d. Airport Area
- e. Old Newport Boulevard
- f. Mariner's Mile
- g. Corona del Mar

2. EQAC Representative's Report

October 17th meeting cancelled

ITEMS FOR A FUTURE AGENDA

Ballot Measures

City Hall

Support for Rose Parade Float

PUBLIC COMMENTS

None.

ADJOURNMENT

9:10a.m.